



**FACTORS INFLUENCING THE INTENTION TO USE GRAB SERVICES  
IN MALAYSIA**

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**DECEMBER 2019**



**BACHELOR OF BUSINESS ADMINISTRATION (HONS)**  
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**“DECLARATION OF ORIGINAL WORK”**

I, NUR SYAFATIN BT ABDULLAH, (I/C Number: 951224-03-5266)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## **LETTER OF SUBMISSION**

30th DECEMBER 2019

The Head of Program

Bachelor of Business Administration (Hons) International Business

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Universiti Teknologi MARA Cawangan Melaka

Kampus Bandaraya Melaka

110 Off Jalan Hang Tuah, 75300, Melaka

Dear Sir/Madam,

## **SUBMISSION OF PROJECT PAPER**

Attached is the project titled “**FACTORS INFLUENCING THE INTENTION TO USE GRAB SERVICES IN MALAYSIA**” to fulfil the requirement as needed by the Faculty of Business and Management, Universiti Teknologi MARA.

Thank You.

Yours Sincerely,

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## ABSTRACT

Grab has become the major player in the Malaysian e-hailing industry and people are looking for alternatives to Grab because they want a cheaper option. However, with the growing presence of Grab in Malaysia, fares will continue to be lower and competition will rise, making it impossible for taxi drivers to survive. Therefore, this study seeks to examine factors influencing the intention to use Grab services in Malaysia. The dependent variable in this study was the intention to use Grab services in Malaysia while the independent variables were made up of four variables, namely attitude towards behaviour, subjective norm, perceived behavioural control and perceived ease of use. A total of 200 respondents in Johor Bahru were chosen for this study through a survey questionnaire using convenience sampling method. The Statistical Package for Social Sciences Software (SPSS) was used to key in and analyse all the data obtained. The data was collected in order to make descriptive, correlation and multiple regression analysis. A multiple regression analysis was used to test the relationship among the variables. The result indicates that attitude, perceived behavioural control and perceived ease of use have significant relationship with the intention to use Grab services. The most significant predictor variable of the intention to use Grab services is perceived behavioural control which found that the higher the individual's perceived behavioural control, the higher the intention to use Grab services. The findings of this study can be very helpful and useful to various parties such as consumers, Grab drivers, businesses as well as government by making Grab services to be more effective and competitive in Malaysia context.

**Keywords:** *The intention to use Grab services, Attitude Towards Behaviour, Subjective Norm, Perceived Behavioural Control, Perceived Ease of Use.*